

Message Text

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TAGS: BEXP, EI

SUBJECT: EXPORT PROMOTION QUESTIONNAIRE

1. OFFICE OF ECONOMIC RESEARCH IN COOPERATION WITH BUREAU OF INTERNATIONAL COMMERCE IS UPDATING AND EXPANDING TWO PREVIOUS STUDIES ON COMPARATIVE EXPORT PROMOTION. IN ADDITION TO SUPPLYING REPLIES TO THE QUESTIONS BELOW, IT WOULD BE APPRECIATED IF YOU COULD HIGHLIGHT ANY EXPORT PROMOTION TECHNIQUES IN IRELAND, WHICH YOU BELIEVE TO BE ESPECIALLY UNIQUE OR EFFECTIVE. SHORT DEADLINE IS REGRETTED, BUT YOUR TELEGRAPHIC REPLY REQUIRED BY JANUARY 4 TO ALLOW PREPARATION COMPARATIVE REPORT FOR OMB.

2. IN-HOUSE INFORMATION SOURCES INDICATE THAT THE IEB PROVIDES A SERVICE FOR FIRMS IN THE "LOCATION OF LICENSES ABROAD." PLEASE SUPPLY ALL AVAILABLE INFORMATION ON THE ORGANIZATION OF THIS SPECIFIC SERVICE. IS IT REALLY REGARDED AS A MEANS OF EXPORT PROMOTION? TO WHAT EXTENT HAS THIS PROGRAM BEEN UTILIZED? IS IT CONSIDERED AN EFFECTIVE MEANS OF EXPORT

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PROMOTION? IF SO, BY WHAT MEASURES?

3. THE SAME SOURCES INDICATE THAT INCENTIVE GRANTS ARE MADE AVAILABLE FOR NEW ADVERTISING AND SALES PROMOTION CAMPAIGNS FOR CONSUMER PRODUCTS BEING NEWLY MARKETED ABROAD UNDER FIRM'S BRAND NAME. HOW ARE THESE INCENTIVES AWARDED, AND WHAT IS THEIR FORM, I.E., TAX CREDITS, DIRECT SUBSIDIES, ETC.? HOW LONG HAS PROGRAM BEEN AVAILABLE FOR USE, AND HAS IT BEEN MEASURED FOR EFFECTIVENESS? DO THE IEB MARKETING EXPERTS CONSULT WITH FIRMS ON APPROPRIATE FORMS OF ADVERTISING FOR VARIOUS MARKETS?

4. HOW DOES THE IEB RECRUIT SALESMEN IN FOREIGN MARKETS FOR NEW-TO-MARKET FIRMS? IS THIS OPTION WIDELY UTILIZED?

5. IT IS UNDERSTOOD THAT IEB ASSISTS IN NEW PRODUCT AND PACKAGING DEVELOPMENT FOR FOREIGN MARKETS. PLEASE SUPPLY ALL AVAILABLE INFORMATION ON THIS PROGRAM, INCLUDING BUDGET DATA AND PROGRAM EVALUATION DATA. IS IT FELT THAT THIS PROGRAM IS UNIQUE AMONG INDUSTRIAL TRADING NATIONS?

6. ARE IEB TRAINING COURSES FOR EXPORT SALES EXECUTIVES PROMOTED WIDELY? WHAT IS BROAD CONTENT OF THESE COURSES? HAVE COURSES HAD A MEASURABLE EFFECT UPON EXPORT VOLUME? IS THIS PRIMARY MEANS OF DOMESTIC STIMULATION USED BY THE IEB? TO BEST OF YOUR KNOWLEDGE IS THIS TRAINING COURSE RELATIVELY UNIQUE THROUGHOUT TRADING WORLD? KISSINGER

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